

AMENDMENTS TO THE CLAIMS

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JUL 11 2006

1. (Previously Presented) A method comprising:  
receiving information obtained from at least one of a consumer and a storage area; and  
selecting, substantially automatically, multimedia-content to be broadcast to the consumer  
based on predetermined criteria set by a provider and the receiving.
2. (Original) The method of claim 1, wherein a selection of the multimedia-content is made  
contemporaneous with the information obtained from at least one of the consumer and the  
storage area.
3. (Original) The method of claim 1, wherein the multimedia-content is at least one of  
video, audio, and data.
4. (Original) The method of claim 1, further comprising scheduling the multimedia-content  
to be broadcast to the consumer based on said selecting.
5. (Original) The method of claim 4, wherein said scheduling is based on criteria.
6. (Original) The method of claim 5, wherein the criteria includes consideration of at least  
one of; whether the multimedia-content has been consumed yet; how many times the multimedia-  
content has been consumed; whether the multimedia-content has been deleted or tagged for  
deletion; if the multimedia-content is still in the storage area; whether the multimedia-content is  
intended to be saved/archived; and whether the storage area is categorized.
7. (Original) The method of claim 1, wherein said receiving is accomplished with at least  
one of a telephone, a dial-up modem, a cable television vision communication, a network, the  
Internet, and a wireless communication.

8. (Previously Presented) A computer readable medium comprising:  
executable program instructions, wherein the executable program instructions, executed by a data processing system, cause the data processing system to perform the operations comprising:  
selecting substantially automatically, multimedia-content to be broadcast to a consumer, based on predetermined criteria set by a provider and on information obtained from at least one of a consumer and a storage area.
9. (Original) The computer readable medium of claim 8, further comprising scheduling multimedia-content to be broadcast to the consumer based on said selecting.
10. (Canceled)
11. (Previously Presented) A method comprising:  
receiving a selection of multimedia content; and  
broadcasting the selection of the multimedia-content to a consumer, wherein the selection is based on predetermined criteria set by a provider and on information obtained from at least one of a consumer and a storage area.
12. (Original) The method of claim 11, wherein the selection of the multimedia-content is made contemporaneous with the information obtained from the consumer.
13. (Original) The method of claim 11, wherein said broadcasting is accomplished using opportunistic insertion of data.
14. (Original) The method of claim 11, wherein said broadcasting is accomplished with a substantially dedicated channel having a fixed transmission bandwidth.

15. (Original) The method of claim 11, wherein the multimedia-content is at least one of video, audio, and data.

16. (Currently Amended) A method comprising:

transferring multimedia content to a storage area, accessible to a consumer's digital television system; and

~~managing-deleting unconsumed the multimedia-content stored in the storage area,~~  
wherein ~~managing-deleting~~ is based on whether the consumer elects a self management scheme or an auto management scheme provided by a provider.

17. (Original) The method of claim 16, wherein the multimedia-content is at least one of video, audio, and data.

18. (Canceled)

19. (Previously Presented) The method of claim 16, wherein the auto management scheme is a set of predetermined rules includes consideration of at least one of; whether the multimedia-content has been consumed yet; how many times the multimedia-content has been consumed; whether the multimedia-content has been deleted or tagged for deletion; if the multimedia-content is still in the storage area; whether the multimedia-content is intended to be saved/archived; and whether the storage area is categorized.

20. (Currently Amended) A computer readable medium containing executable program instructions, which when executed by a data processing system, cause the data processing system to perform the operations comprising:

~~managing deleting unconsumed~~ multimedia-content stored in a storage area accessible to a consumer's digital television system, wherein ~~managing deleting~~ is based on whether the consumer elects a self management scheme or an auto management scheme provided by a provider.

21. (Canceled)

22. (Original) The computer readable medium of claim 20, wherein the multimedia- content is at least one of video, audio, and data.

23. (Currently Amended) An apparatus comprising:

a digital television receiver; and

a storage area to store multimedia-content, wherein the multimedia-content is selected based on predetermined criteria set by a provider and on information obtained from at least one of a consumer and a storage area, and unconsumed multimedia-content is deleted based on an auto management scheme provided by a provider.

24. (Original) The apparatus of claim 23, wherein the multimedia-content is selected contemporaneously with the information obtained from at least one of the consumer and said storage area.

25. (Original) The apparatus of claim 23, wherein the multimedia-content is at least one of video, audio, and data.

26. (Previously Presented) An apparatus comprising:

a multimedia-content selector to select multimedia-content, substantially automatically, to be broadcast to a consumer, based on predetermined criteria set by a provider and on information obtained from at least one of a consumer and a storage area.

27. (Original) The apparatus of claim 26, further comprising:

a multimedia content scheduler, configured to communicate with said multimedia-content selector, to schedule the multimedia-content to be broadcast to the consumer.

28. (Original) The apparatus of claim 26, further comprising:

a processor configured to receive the information and execute instructions that select the multimedia-content to be broadcast to the consumer; and

a storage area configured to allow communication with said processor.

29. (Original) The apparatus of claim 26, further comprising:

a multimedia-content data base server, to store new multimedia-content, some of which is selected to be broadcast to the consumer.